**Business Etiquette Film--Customs of the Culture**

The success of our overseas enterprise rests on our ability to conduct our business in a culturally appropriate ways. To rephrase a famous quote, “We’re not in Allison Park anymore!” Thus, it is imperative that you learn how to appropriately greet, speak with, and take leave of our customers in ways that are culturally meaningful to them.

For example, here in Hampton, if you kissed a friend of the opposite sex on the cheek as a greeting, you may get some strange looks or maybe a slap on the face. This practice, however, is completely normal in Latin America, and refusal to comply with that practice could be seen as rude.

Therefore, I want you to take some time to research the interpersonal customs of the culture where you will work. Also, it’s important that you practice this situation with one of your colleagues who will be working with you in that culture. Frau and Profe will be checking how much you’ve learned and reporting that to me!

*MH*

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1. Based on your research, how would you greet a new customer in your country?

2. Is there any difference between how you greet a man and how you greet a woman?

3. How would you greet someone that you have known for a long time? (This may or may not be different than #1.)

4. Are there any tips for how to successfully conduct a conversation in your culture?

5. Is there anything specifically that you must avoid to keep from offending your hosts?

6. How would you take leave of (say goodbye to) your customer?

**NOW**… Create a brief (no more than 2 minutes) movie that functions as a “How To/What Not To Do” training video (demonstrate by explanation and action) for working in the culture. **Worth: 24 points. It must include:**

* How to greet someone in your culture
* How to say hello in your language
* How to ask about someone’s health in your language
* Provide tips for successfully conducting a conversation in your culture
* Highlight anything that you should NOT do to keep from causing offense
* How to conclude your conversation in both language and gesture